CLAIMS:

1.   A printer for printing an image on an image receiving material provided on a backing material, said backing
5   material having regularly spaced markings provided on the back thereof, said printer comprising:
       means for detecting said markings; and
       means for determining at least one of a spacing between two markings and a width of a marking, comparing the
10   determined marking width and/or spacing with a respective reference value and for causing printing to be stopped if at least one of the determined spacing and/or width differs from the respective reference value by more than a predetermined amount.

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2.   A printer as claimed in claim 1 wherein said detecting means comprises at least one of a light sensitive receiver and a light source.

20   3.   A printer as claimed in claim 2, wherein said light sensitive receiver comprises a light emitting diode.

4.   A printer as claimed in claim 2 or 3, wherein said light source comprises a light emitting diode.

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5.   A printer as claimed in any preceding claim, wherein said determining means comprises a processor.

6. A printer as claimed in any preceding claim, wherein printing is stopped if the determined spacing differs from the respective reference value by 20% or more.

5   7. A printer as claimed in any preceding claim, wherein said determining means are arranged to cause an error message to be displayed if printing is stopped.

8. A printer as claimed in any preceding claim in

10 combination with a PC.

9. A printer as claimed in any preceding claim, where said reference value comprises a plurality of values defining a range.

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10. In combination a printer as claimed in any preceding claim and an image receiving material provided on a backing material with regularly spaced markings provided on the back of the backing material.

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11. A combination as claimed in claim 10, wherein said image receiving material comprises one of continuous tape and die cut labels.

25 12. An image receiving material provided on a backing material with regularly spaced markings provided on the back of the backing material for use in a printer comprising means for detecting said markings, means for determining at least one of a spacing between two markings and a width of a

30 marking, comparing the determined marking width and/or

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spacing with a respective reference value and for causing printing to be stopped if at least one of the determined spacing and/or width differs from the respective reference value by more than a predetermined amount.

13. A printer system for printing an image on an image receiving material provided on a backing material, said backing material having regularly spaced markings provided on the back thereof, said printer system comprising:

    means for detecting said markings; and

    means for determining at least one of a spacing between two markings and a width of a marking, comparing the determined marking width and/or spacing with a respective reference value and for causing printing to be stopped if at least one of the determined spacing and/or width differs from the respective reference value by more than a predetermined amount.

14. A printer system as claimed in claim 13 comprising a printer and a PC.

15. A printer for printing an image on a image receiving material provided on a backing material, said backing material having regularly spaced markings provided on the back thereof, said printer comprising:

    means for detecting said markings; and

    means for sending information relating to said detected marking to a computer for processing.

16. An image receiving material comprising a backing layer, said backing layer having on one side there of an image receiving layer comprising one of continuous material and die cut labels, and on the other side of the backing layer, regularly spaced markings being provided, said regularly spaced markings being, in use, used to stop printing of a printer if the detected marking width and/or marking spacing differs from a respective reference value by more than a predetermined amount.